LISTING OF THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1-32. (Cancelled).

33. (Currently amended) A luminous element with a light-guiding device in which light is guided by reflection, the light-guiding device comprising:

at least one light-scattering area ~~to which~~ comprising light-scattering structures ~~can be~~ applied to the surface of the light-scattering area, and at least one light entry surface, and at least one OLED arranged on the light entry surface, the light-guiding device further comprising a light guiding plate ~~and being coupled with the aid of an edge surface~~, wherein the at least one OLED is of strip-shaped form and includes contact surfaces that extend along the longitudinal direction of the OLED, the contact surfaces forming busbars, said busbars being arranged on said light guiding plate.

34. (Cancelled).

35. (Previously presented) The luminous element according to claim 33, wherein the light-guiding device comprises a transparent material.

36. (Previously presented) The luminous element according to claim 35, wherein the transparent material comprises one of the group consisting of glass and coated glass and glass laminate and glass plastic laminate and a fluid.

37. (Previously presented) The luminous element according to claim 33, wherein the light entry surface is arranged at an edge surface of the light guiding plate.

38. (Previously presented) The luminous element according to claim 33, wherein the light entry surface adjoins an edge surface of the plate.

39. (Previously presented) The luminous element according to claim 33, wherein the light-guiding device has an elongated cylindrical or prismatic shape.

40. (Previously presented) The luminous element according to claim 39, wherein the light entry surface comprises at least one end face.

41. (Previously presented) The luminous element according to claim 39, wherein the light entry surface comprises at least one face at one of the ends of the light-guiding device.

42. (Previously presented) The luminous element according to claim 33, wherein the light entry surface is arranged on at least one side of the light guiding plate.

43. (Previously presented) The luminous element according to claim 33, wherein the light guiding plate is flexible.

44. (Previously presented) The luminous element according to claim 33, wherein the substrate comprises one of the group consisting of a polymer, extremely thin glass and a composite of extremely thin glass and polymer.

45. (Previously presented) The luminous element according to claim 33, wherein the light entry surface comprises a light entry area.

46. (Previously presented) The luminous element according to claim 45, wherein the light entry area comprises one of the group consisting of the OLED, at least one specular reflective surface and an optical grating.

47-48. (Cancelled).

49. (Previously presented) The luminous element according to claim 33, wherein the OLED is coupled to the light-guiding device by a transparent bonded joint matched for refractive power.

50. (Previously presented) The luminous element according to claim 33, wherein the light entry surface is arranged obliquely to a light guidance direction.

51. (Previously presented) The luminous element according to claim 33, wherein the light entry surface is curved.

52. (Previously presented) The luminous element according to claim 33, wherein the light-scattering structure is arranged in the interior of the light-guiding device.

53. (Previously presented) The luminous element according to claim 33, wherein the light-scattering structure comprises a roughened surface area.

54. (Previously presented) The luminous element according to claim 53, wherein the roughness increases along a light guidance direction.

55. (Previously presented) The luminous element according to claim 33, wherein the light-scattering structure is coloured.

56. (Previously presented) The luminous element according to claim 33, wherein the light-scattering structure comprises one of the group consisting of a raised pyramid structure and a recessed pyramid structure and a convex lens and a concave lens and a raised prism and a recessed prism and a convex cylindrical lens and a concave cylindrical lens.

57. (Previously presented) The luminous element according to claim 33, wherein the light-scattering structure comprises an optical grating.

58. (Previously presented) The luminous element according to claim 33, further comprising a number of OLEDs coupled to light entry surfaces.

59. (Previously presented) The luminous element according to claim 58, wherein the number of OLEDs emit light of different colour.

60. (Previously presented) The luminous element according to claim 33, wherein the OLED emits white light.

61. (Previously presented) The luminous element according to claim 33, wherein the light-scattering area has a light exit surface that is larger than the light entry surface of the light-guiding device.

62-64. (Cancelled).

65. (Previously presented) The luminous element according to claim 33, wherein the light-guiding device has an annularly bent shape.

66. (Previously presented) The luminous element according to claim 33, wherein the light-guiding device has a cylindrical, semicylindrical, tubular, conical or prismatic form.

67. (Cancelled).

68. (Previously presented) A luminous element with a light-guiding device in which light is guided by reflection, the light-guiding device comprising:

a glass substrate having a light entry surface;

an OLED having a transparent electrode layer arranged on the light entry surface, a second electrode layer, and one or more electroluminescent layers arranged between the transparent and second electrode layers;

a first contact surface along a longitudinal direction of the OLED, the first contact surface in electrical contact with the transparent electrode layer; and

a second contact surface along the longitudinal direction of the OLED, the second contact surface in electrical contact with the second electrode layer, the first and second contact surfaces serving as busbars for supporting conductivity of the transparent and second electrode layers, said busbars being arranged on said glass substrate.

69. (Previously presented) The luminous element according to claim 68, wherein the transparent electrode layer comprises an indium tin oxide layer.

70. (Previously presented) The luminous element according to claim 68, wherein the transparent electrode layer is deposited directly on the light entry surface.

71. (Previously presented) The luminous element according to claim 68, wherein the transparent electrode layer is applied to said glass substrate, the glass substrate being coupled to the light entry surface.

72. (Previously presented) The luminous element according to claim 68, wherein the first and second contact surfaces each comprise a portion extending on opposite lateral surfaces of the light-entry surface.

73. (Previously presented) The luminous element according to claim 72, wherein the portion of the first and second contact surfaces are reflective surfaces.

74. (Previously presented) A luminous element with a light-guiding device in which light is guided by reflection, the light-guiding device comprising:

a glass substrate having a light entry surface, a first lateral surface, and a second lateral surface;

an OLED having a transparent electrode layer coupled to the light entry surface, a second electrode layer, and one or more electroluminescent layers arranged between the transparent and second electrode layers;

a first contact surface along a longitudinal direction of the OLED, the first contact surface having a first portion arranged on said a first lateral surface and a second portion arranged on said light entry surface in electrical contact with the transparent electrode layer; and

a second contact surface along the longitudinal direction of the OLED, the second contact surface having a first portion arranged on said second lateral surface and a second portion in electrical contact with the second electrode layer, said first portions of said first and second contact surfaces arranged on said first and second lateral surfaces of said glass substrate comprising reflective surfaces.